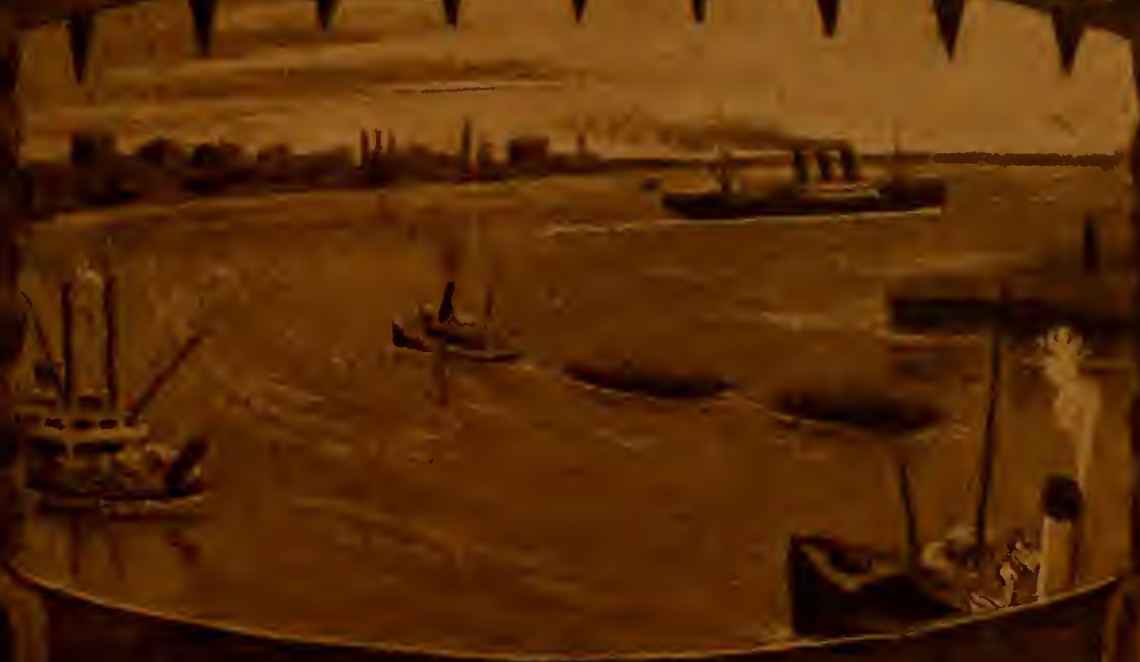


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NEW ORLEANS

THE GATEWAY ^{TO} THE PANAMA CANAL



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MAGNOLIA BLOSSOMS

A DESCRIPTIVE VIEW BOOK IN COLORS

The Gateway to the Panama Canal

New Orleans, the metropolis of the South, is a modern and progressive city that boasts every convenience and improvement that is a part of our twentieth century civilization. Founded in 1718, by the French-Canadian Bienville, it teems with quaint history and rare romance. In its old French quarters, with its queer customs, so closely resembling a city of southern France, one sees as in no other American city the effects of American enterprise engrafted upon French and Spanish civilization, making the city unique among American cities and giving rise to the axiom, that no one can boast of having seen America until he has seen New Orleans.

New Orleans has a harbor ranging in depth from over 200 to 35 feet, with over thirty miles of wharves. By reason of its geographical location, the city enjoys unusual rail and ocean transportation facilities. Fifty thousand miles of railroads have terminals in New Orleans and more are being built at the present time. Its schools rival those of any other city in the completeness of their equipment, and its hotels offer to the public every convenience of modern life. The largest sugar refinery in the world is located just out of the city's

limits. The water purification plant has been accepted as a model throughout the country and her citizens proudly boast that her water rate is the fairest of any city to both large and small consumers.

The Panama Canal is 600 miles nearer New Orleans than to any other large seaport. When completed it will increase New Orleans exports and imports many millions of dollars, as it will be the only water outlet and inlet to the Panama Canal for those states bordering on the Mississippi River, and for which states the Mississippi River is the only route available as a means of water transportation.

Volumes could be written of the many attractions a stranger finds within the city's gates. Of these, the first that impresses the visitor is usually the novelty of a trip through the "Vieux Carre," the "Old Square," which is the name by which the first settlement is known. This section comprises a district thirteen squares in length and six squares in breadth. On every hand are antique shops, quaint looking houses and a general style of architecture that reminds one of the cities of France or Spain. The whole section fairly breathes of the early history and life of the city, and

one can spend days and be only started on his tour of inspection and investigation of the many historical points of interest. Principal among the ancient buildings is seen the Cabildo, built during the Spanish domination. It was from the balcony of this building overlooking Jackson Square that the first American flag was unfurled hailing the event of the Louisiana purchase. When Lafayette visited America in 1825, the Cabildo was especially equipped for him as a residence. The old French market, the source of the famous creole dishes, and the Archiepiscopal Palace, the oldest building in the entire Louisiana purchase, are among the many interesting places one may visit. On Bourbon street may be seen the old French Opera House. Not far distant is the ancient chapel St. Anthony of Padua, in which, as late as 1838, all Catholics dying in New Orleans were buried. Congo Square was given over to the slaves before the Civil war and was the center of all Voodoo rites until the federal troops abolished the custom in 1862. The monastery of Discalced Carmelites, the intimates of which never see the outside world, and St. Roch's Chapel, a building built by a priest with his own hands, are always places of interest to the visitor. The historic buildings, the legends and traditions surrounding every quarter of this famous square make it hard for the visitor to realize that he is on American soil.

The fame of New Orleans' yearly Carnival is worldwide and no amount of description can give an adequate idea of its completeness or the exact nature of this annual event. This Carnival has been held in New Orleans since the early '30's. Parades that cost thousands of dollars are featured for several days, magnifi-

cent balls and a great day when maskers claim the streets make up the season and give it a touch of splendor found in no other city in the world. Mardi Gras day and night are the best known of the Carnival fetes, but is only one day of the several that are devoted to this season of revelry.

In addition to the universal fame of the Carnival that attracts thousands of people annually and the places of general historical interest to be found in the picturesque French quarter are many other places and sights well worth a visit. Canal street is famous throughout the world. The city is noted for its handsome cemeteries, Metairie being one of great beauty and historical interest. The old army post is still occupied by United States troops. Lake Pontchartrain is a place of interest the year around. City Park and Audubon Park are both well worth a visit. Lee Circle is so named because of the lofty statue of General Robert E. Lee, which is encircled there by the street. Tulane University is one of the leading universities of the South. The river port is one of the most interesting points in the city and gives an excellent opportunity for viewing the commerce of the city.

One of the chief recommendations of New Orleans to the tourist, especially in the winter, is her climate, which is as nearly ideal as it is possible to find. So famous is New Orleans on this account that she is often spoken and written of as "The Winter Capital of America." Golf, tennis, polo, racquet, and many other sports are pastimes throughout the winter. Even in summer the climate is ideal, and only once in the city's history it is said, has the thermometer recorded the hundred mark.



The New Orleans Terminal Station is the depot of the Frisco and Queen and Crescent lines. The Texas & Pacific is planning a fourth terminal station to cost ten million dollars.



Canal Street challenges comparison with State Street in Chicago as one of the most impressive thoroughfares in the world. When decked out in holiday attire, it presents a magnificent spectacle.



The New State Court House, which occupies an entire square of ground, bounded by Chartres, Conti, St. Louis and Royal streets, was erected at a cost of two million dollars. It is built entirely of white marble.



The New Orleans White Marble Postoffice which is expected to cost a million and a half dollars, is a splendid example of architectural art, covering an entire square of ground that faces Lafayette Square.



New Orleans is the terminus of a number of East-and-West and North-and-South railroads. With its increasing steamship connections it is destined to be one of the world's greatest ports.



New Orleans is veined with many beautiful lakes and water courses, some natural and some artificial. Aside from their beauty, they offer opportunity for water sports all the year around.



St. Charles avenue is the show street of New Orleans. It is lined on either side with the palaces of the sugar and lumber kings—set back behind the magnificent old oaks.



The City Hall, facing Lafayette Square, is a building that impresses one at the first glance. It is built after the Grecian plan, with wide portieres and massive columns supporting the arched roof.



Tulane University is the largest educational institution in the South.
Its College of Medicine, with 117 professors and instructors, has
taken the lead in the science of preventive medicine.



Verdure blossoms perpetually in New Orleans. The beautiful gardens surrounding some of the city's residences are always a source of great attraction to visitors.



New Orleans has a large number of picturesque shrines, but none are more interesting than that of St. Roch's chapel and cemetery. Here the girls go to pray for husbands. Villere or Claiborne street cars.



The Cabildo is the old Spanish building. Here the transfer of Louisiana from France to the United States occurred in 1803. The St. Louis Cathedral is one of the oldest Roman Catholic churches in Louisiana.



New Orleans spends over a quarter of a million dollars every year on her Carnivals, which have given pleasure to thousands of visitors. No fetes anywhere are produced on such an elaborate scale.



Cotton and cotton goods comprise the chief articles of export through the port of New Orleans. The Board of Port Commissioners is now considering a public warehouse for storage of cotton shipped to this port.



New Orleans imports have trebled during the past ten years. It is the leading banana port of the United States and the second coffee port. Besides cotton, lumber is exported in large quantities.



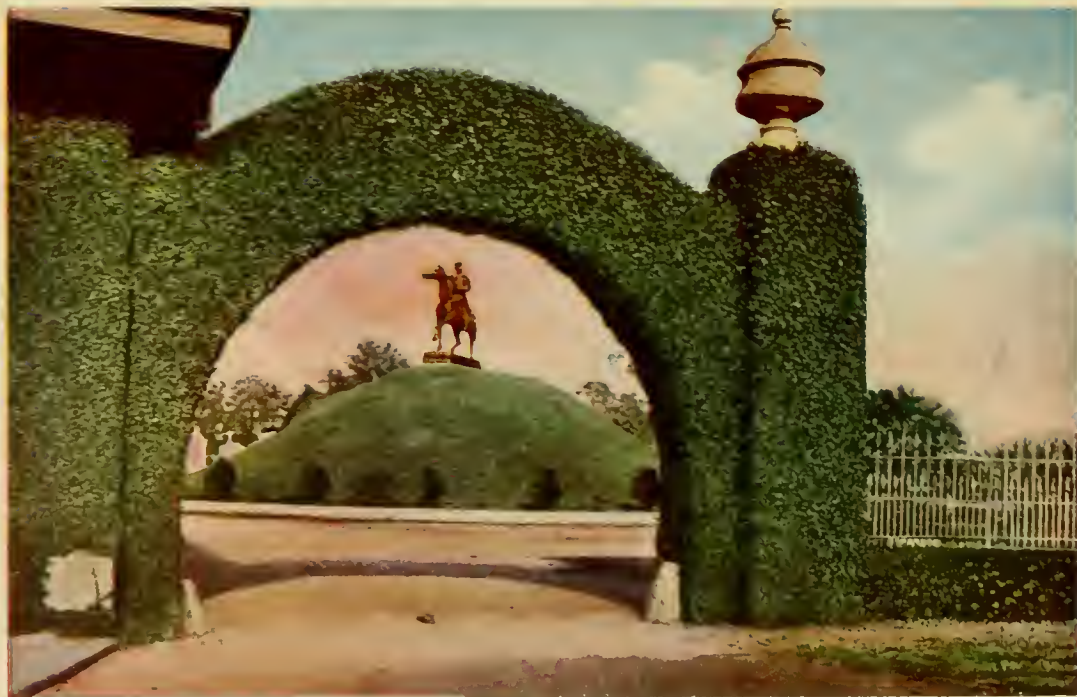
The oyster beds of Louisiana cover 448,000 acres and represent one of the state's richest resources. Large plantings have been made near New Orleans. These oysters have a reputation for their delicate flavor.



New Orleans possesses one of the deepest and safest harbors in the world. With a possible frontage of forty miles, there are five miles of wharves—75 per cent being under modern steel sheds.



The water front is one of the most interesting scenes about the city.
Here one can see ocean-going freighters taking aboard cargos
for the important marts of the world.



Metairie Cemetery is the handsomest in the city. It contains many beautiful monuments, among which may be mentioned those of General Albert Sidney Johnston and General Stonewall Jackson.



Lake Pontchartrain boasts of a number of boat and yacht clubs. One of the principal clubs is the Southern Yacht Club which has a fine fleet of vessels of every type and class known to the sport of sailing.



The French Market was originally erected on this site by the Spaniards in 1791. Destroyed by a hurricane, it was replaced by the present building.



Audubon Park, which was named after the great bird lover, Audubon, is one of the show places of New Orleans. It contains one of the largest conservatories in the United States.



The New St. Charles Hotel has sustained the reputation which its predecessor enjoyed because of its beautiful appointments, delightful cuisine, and the true Southern hospitality of its management.

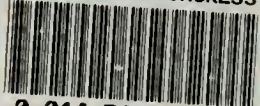


The Grunewald Hotel is a type of the modern hotel skyscraper of New Orleans.



The monument of General Robert E. Lee is a statue of bronze and rests on a column one hundred and six feet high.

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